

ABSTRACT OF THE DISCLOSURE

The present invention resides in a process for distributing product entitlements to frequent shopper program members. The process includes communicating with a central retailer server having product purchase histories of frequent shopper program members through a computer network. The frequent shopper program member data, including individual account numbers and related product purchase histories are then captured and copied to a central host system database. A database of available product entitlements is compared to the product purchase history of each member account number. A list of available product entitlements to be associated with each member account number is then selected. Dispensers are provided in the retail store so as to be accessible to the frequent shopper program members. The frequent shopper program member activates the dispenser by entering identifying information related to their specific member account number. Upon activation, the previously selected list of entitlements for the frequent shopper program member account number which has activated the dispenser is communicated to the dispenser. The previously selected list of entitlements are then printed at the dispenser. The entitlements can be printed as coupons or shopping lists. The entitlements are redeemed by matching the entitlements to universal product codes of purchased products scanned at the point-of-sale checkout stand.

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